

MY RACE HAS
EXCESS OF \$4
COLLEGE SCHOLARSHIPS
MY RACE
IS UNIQUE:
IT STARTS
WITH A
BIKE RIDE
AND HAS
MULTIPLE
SWIMS
MY RACE
CROSSES
FOUR
BRIDGES
IN FOUR
DIFFERENT
CITIES
MY RACE HOSTED THE SENIOR GAMES
TRI, ATTRACTING 300 TRIATHLETES
FROM ACROSS THE COUNTRY
MY RACE
HAD ITS
TELEVISION
DEBUT
ON THE
VERSUS
NETWORK
IN 2009



CONSULTANCY

The Ulman Cancer Fund for Young Adults



October 3, 2010 Centennial Park - Ellicott City, MD
A 70 mile fight to support young adults affected by cancer
SWIM .9 mile BIKE 56 miles RUN 13.1 miles

USA Triathlon Consultancy Report

EVENT SERVICES CONSULTANT: KRISTI ENSIGN

The Half Full Triathlon

October 03, 2010

Overview

The Half Full Triathlon is more than just a race. Half Full is about a fight, it's about people, and it's about stories. The 70-mile race represents the 70,000 young adults diagnosed with cancer each year. This race was a big success for the Ulman Cancer Fund for Young Adults. The mission and vision of the organization was the driving force leading to the outcome of the event. Centennial Park allowed for a spectator and participant friendly venue with a good open area to watch everyone cross the finish line. Participants were well informed about all necessary and important pre-race and race day information through the event's website and knowledgeable volunteers. Participants received personalized race bibs, Half Full finisher medals and T-shirts, and many samples and goodies from participating sponsors. The swim course was cool and calm as the participants swam along rows of buoys, kayaks, and a small island. The bike course was a vicious cycle of rolling hills. The two loop course had steep climbs and circled through housing communities, small suburban areas, and rural farm land. The run course was smooth with a few climbs around the Centennial Park Lake and on the streets through area housing editions. Participants finished at Ceremony Village in Centennial Park. The finish line was an event in itself with a carpeted chute lined with flowers and spectators. As participants crossed the finish line, they ran under a large archway and time clock. The awards ceremony was set in front of a Half Full logo backdrop and participants stood on custom made wooden podiums as the race directors presented large trophies and plaques to the top winners. The race was definitely challenging, but the cool weather, support from everyone involved, organization of the entire event, and the continually presence the Ulman Cancer Fund and its cause made the Inaugural Half Full Triathlon a 1st class event.

Course Layout

Featured Course: Swim

Approximately 1000 people participated in the Inaugural Half Full Triathlon. Athletes entered the water in a "time-trial" swim start. Wave divisions were distinguished by different colored swim caps. Volunteers assisted participants into their correct wave-start order by holding up each color of swim cap attached to posts. As participants were grouped in wave order and filed into the start coral in pairs of two, event staff sent pairs of athletes into the water every 5 seconds. As the participants crossed the timing mat, they began the .9 mile swim across the Centennial Park Lake. The entire swim course was lined with buoys and lifeguards on kayaks.

Bike

The bike course was a two-loop 56 mile course of consistent rolling hills through the city and nearby rural areas. Over 70 local and state patrol were available to control traffic on the open course at all major intersections and risky areas. USAT Officials also rode the course on motorcycles to ensure safety and USAT rules were being enforced. There were also well supplied aid stations and water bottle exchanges on the course.

Run

The run course was a 13.1 mile loop around Centennial Park Lake and nearby city streets. A couple steep climbs between aid stations every mile proved to

Event Profile

Race Directors: Brian Satola and Brock Yetso

Location: Centennial Park-Elicot City, MD

Date: October 03, 2010

Years sanctioned: First year

Discipline(s) offered: 70 miles for the 70,000 young adults diagnosed with cancer each year.



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be the final battle of the race. Volunteers and signage gave participants plenty of direction throughout the course.

Transition

Participants were required to pre-rack their bike the night before the event and a good number of volunteers secured the transition area through the night. The transition area opened at 5 am Sunday morning and each participant was required to show volunteers the bracelet they received in their participant packet in order to enter the transition area. Each participant was designated a bike slot which was identified with a Half Full Triathlon name tag. A local bike shop was also present to provide last minute mechanical assistance. The Bike In/Out and Run Out areas were clearly marked with big inflatable archways and signage. As participants exited the transition area at the end of the day with their bikes, they were required to show volunteers their participant bracelets with their race number in order to make sure everyone was leaving with the same bike they showed up with.

Featured Aspect: Website and Social Media Use

Volunteers took pictures and filmed participants' testimonials of their journey battling cancer and what the concept "Half Full" meant to them. Pictures and videos were edited and uploaded to the Half Full Smash Page almost immediately. Everyone was able to participate on the Smash Page and in various ways. Individuals were also able to share their story by blogging, tweeting, taking pictures, and making videos. The page also allowed people to feel like a "celebrity" as they could see themselves on the webpage and know their story was there for everyone to see. The stories from everyone participating help make the event what it was and contribute to the Half Full experience.

Conclusion

This race represents everything the Ulman Cancer Fund for Young Adults does to support those in need through the journey of battling cancer. Much emotion was present the entire day and especially as everyone crossed the finish line. Many of the heart-felt testimonials from participants really highlight everything the event was about. The organization and well-planned details by the race directors ensured that all participants, from beginner to professional, enjoyed a 1st class event.

"The event brought people together over a weekend to talk about cancer and the unique needs of young adults."

"Many people were willing to share stories about how they've been touched by cancer."

"Half Full successfully created a platform in our community to promote health and wellness, offer support and reinforce the importance of hope in the face of cancer."

"Cancer survivors were recognized for what they CAN do!"

Why to Do It: TOP 10

10. Challenging course with multiple and well supplied aid stations
9. Enthusiastic and encouraging volunteers throughout the entire course
8. Relay match service
7. Time trial swim start
6. Nice finisher medals and T-shirt
5. Announcer was personable, funny and timely with key information
4. Personalized number bibs and bike rack name tags
3. Advanced use of social media for everyone
2. Well planned and organized event
1. Support the Ulman Cancer Fund for Young Adults